The journey to a better customer experience with quality data

Our 2021 Global research made one thing exceptionally clear: A strong customer experience transcends every major trend that businesses are facing in a post-pandemic market. In fact, when we asked businesses what their top priorities are for this year, improving the customer experience came out on top.

Here is your pathway to provide a better customer experience:

1. Create a seamless digital experience

Consumers shifted to relying heavily on digital and eCommerce experiences. To keep up, businesses are prioritizing digital transformation efforts, which goes hand in hand with data quality. Without accurate data, your customers could be stuck entering in the wrong delivery address and never receiving their package!

75% of businesses say they have seen a dramatic change in their customer's behavior during the pandemic

2. Keep your customers coming back for more

It should be a no brainer that improving data quality will directly impact the success of your customer loyalty. Think about it: If a potential customer visits your website and enters an invalid email address and you don't have the ability to verify that email (whether its in real time or on the back end) then that's the end of your opportunity to market to that prospect. Keep your customers coming back for more and improve loyalty by collecting actionable data from the get-go.

95% of businesses have seen impacts related to poor data quality

3. Understand who your customers are long term

Data-driven businesses have the insights to understand who their customers are and what they need. This will become especially important as you pivot strategies to meet consumer expectations, which will be nearly impossible without trusted data. With reliable data at your fingertips, you can go beyond the surface to understand the best way to communicate and maintain customer relationships.

50% believe their CRM/ERP data is clean and can be fully leveraged

Bottom line: Organizations across the globe are improving their customer experience. To stay one step ahead of the competition, your strategy needs to be supported by trustworthy data.

Check out our full research report to learn how businesses like you are leaning on high-quality data to accomplish their goals.